

HIGHLIGHTS

WEEK ENDING: FEBRUARY 23, 1990

INDUSTRY WEEKLY SALES

- This week's volume of 7.9 billion units was below the Industry's going rate as accounts continued to exhaust inventory from December's price increase inventory build-up. Sales were also depressed due to shipping patterns associated with the Washington's Birthday holiday.

P. M. WEEKLY SALES AND SHARE

- This week's sales of 3.2 billion units were influenced by Holiday shipping patterns and payback from December's inventory build-up.
- P.M.'s weekly share of 40.9 was slightly below normal. On a year-to-date basis through this week, P.M.'s share of 36.1 is understated due to the varying payback schedules of the other manufacturers and the elimination of R.J.R.'s fourth quarter trade program.

MANUFACTURER PROGRAMS

- R.J.R. continued to restrict its accounts to 125% of an average week on all brands.

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